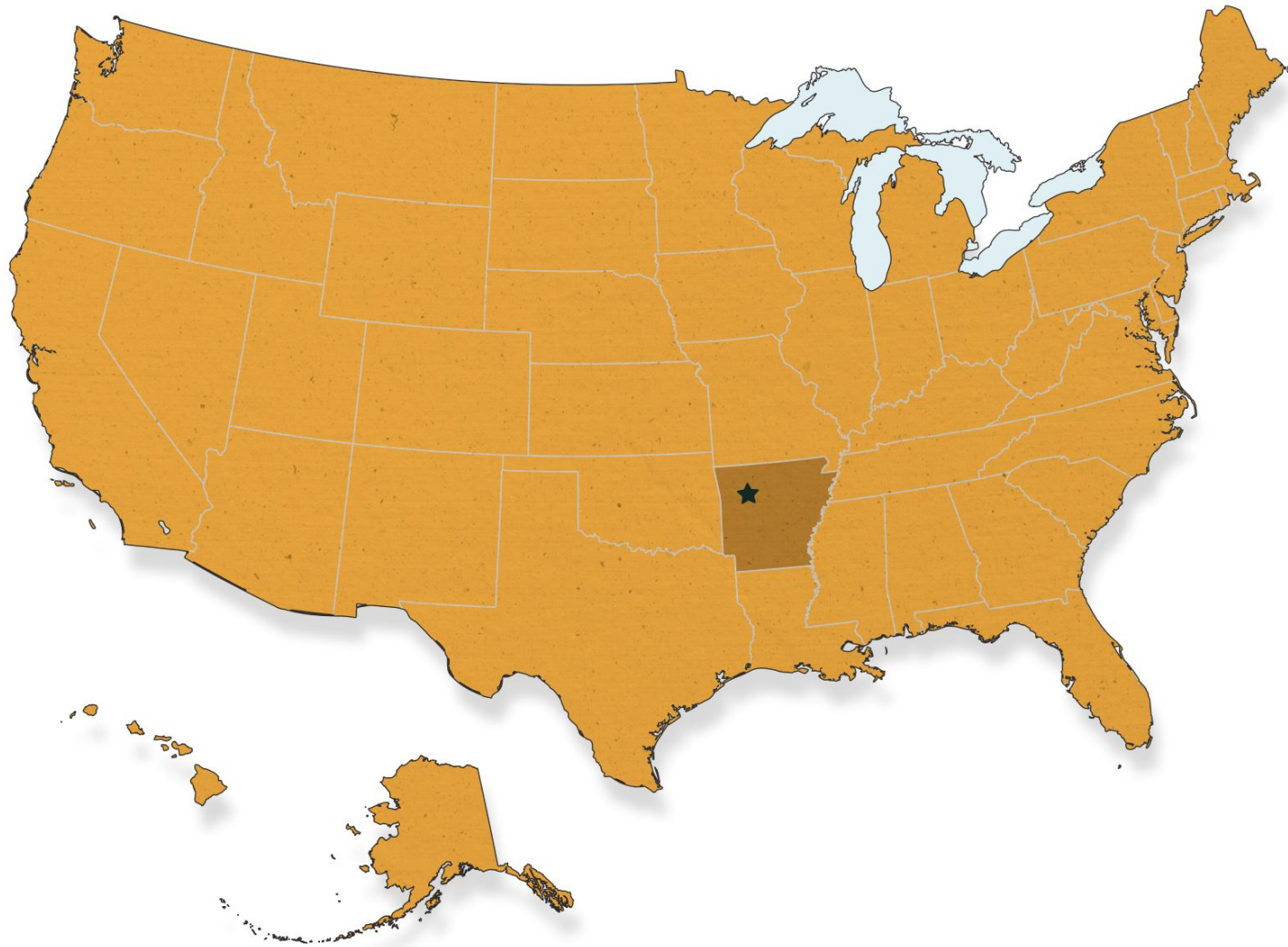


# Putting *Stock* in Authentic Photography

Liz Chrisman, Director of Photography  
Arkansas Tech University































## ***In-house* photographer advantages:**

- Quick turnaround time
- Typically a generalist
- A familiar face





**Keys to *authenticity*:**

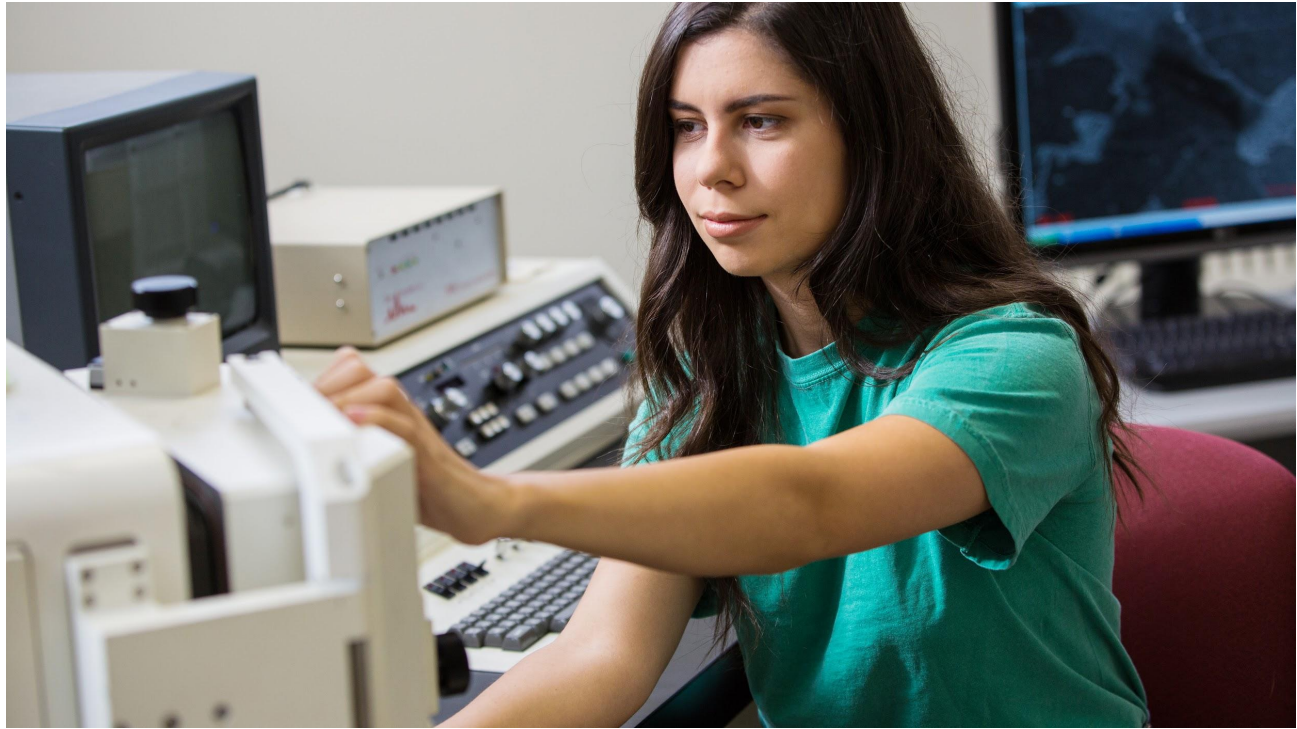
Photograph students within their *areas of study*.



*Learn* alongside students while photographing.



Shoot *alongside* your video/commercial team for a cohesive campaign.



Great *marketing* images come in many forms.



Look for your institution's *branding* "in the wild."



Use advanced techniques to elicit *movement* & excitement.

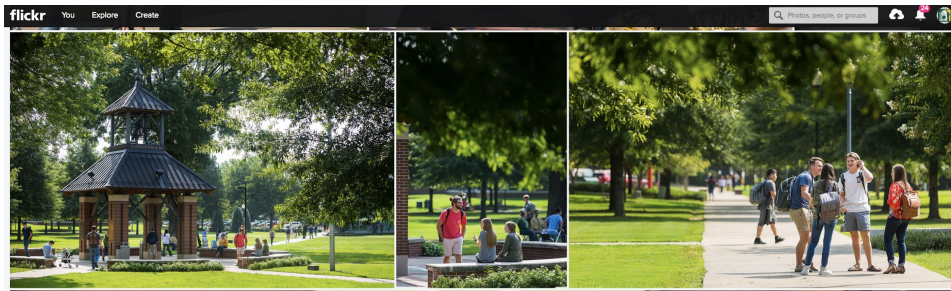




Shoot on the *first day* of classes.



# Flickr: First Day Gallery



During live classes, *disappear* into the background.



***Cultivate student talent.***

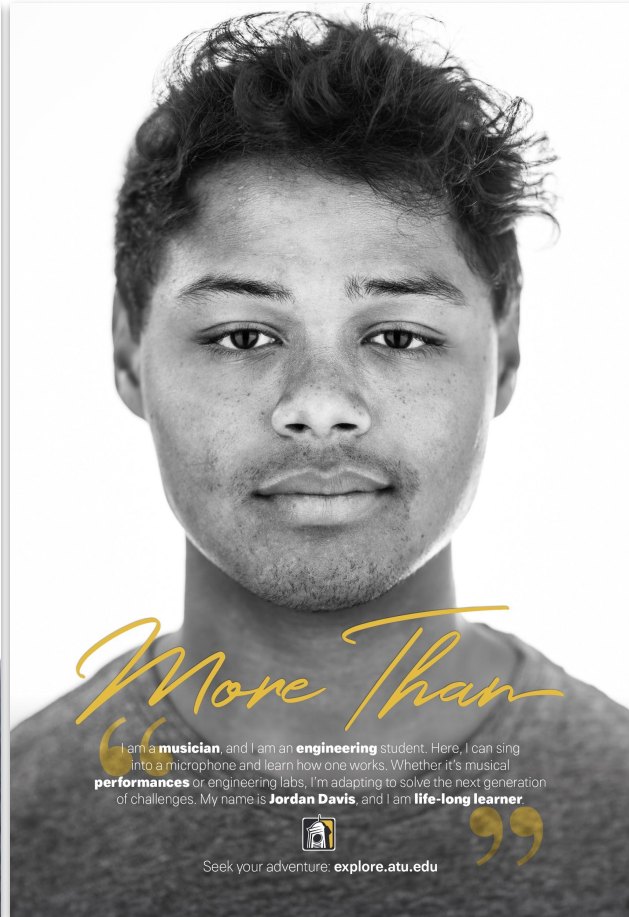


***Be patient.***



**Always use your photography**  
***thoughtfully:***

# “More Than” Campaign



“More Than” Campaign





# “More Than” Campaign



https://explore.atu.edu

HOME

CAMPUS LIFE

AFFORDABILITY

TELL ME MORE



## Carly Copeland

Clarksville, Arkansas

Junior

Elementary Education



I'm studying elementary education in one of the best education departments in the state. Outside of the classroom, I volunteer as a mentor with an elementary school student through the Wesley Foundation. At ATU, I've had the opportunity to lead and serve my university as Miss Arkansas Tech, inspiring my leadership studies minor. Here, I'm more than my major.

# “More Than” Campaign



“Quad Goals/Explore” Campaign

# Quad Goals



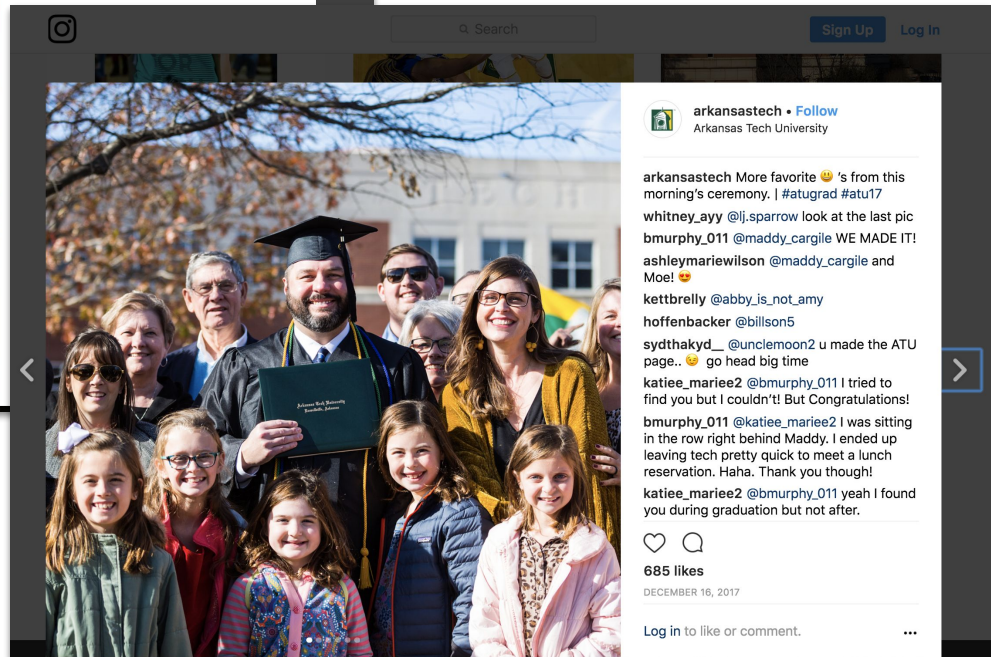
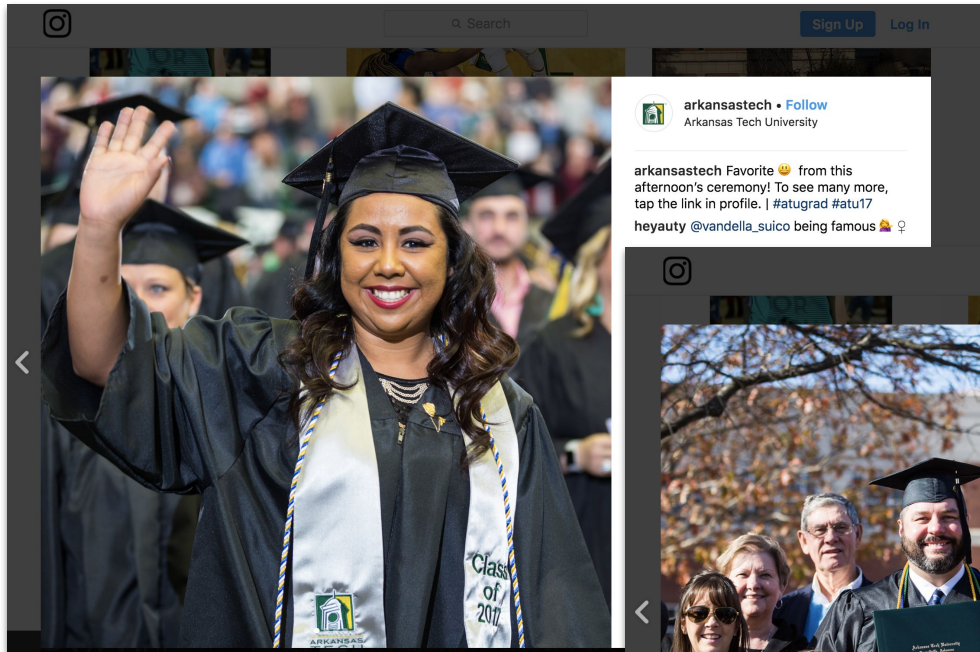
[visit.atu.edu](http://visit.atu.edu)



# “Quad Goals/Explore” Campaign



## Mini-Instagram campaigns:



# Flickr: across platforms

flickr You Explore Create

Photos, people, or groups
















Arkansas Tech University

PRO Arkansas Tech University 346 Followers • 5 Following

36,515 Photos Joined 2011

About Photostream Albums Faves Galleries Groups Stats Camera Roll

New album New collection View my collections

 <p>2018 Chinese Mid-Autumn Festival   9/24/18 8 photos • 26 views</p>	 <p>2018 Family Day: Tailgate Meal 5 photos • 7 views</p>	 <p>2018 Family Day: Jazz Brunch 9 photos • 6 views</p>	 <p>2018 Football: Southern Nazarene! 9/22/18 20 photos • 135 views</p>	 <p>2018 Family Day: Tech Bands &amp; Choirs Concert   9/22/18 30 photos • 52 views</p>
 <p>2018 Paint the Town Green &amp; Gold   9/20/18 16 photos • 28 views</p>	 <p>2018 Volleyball: Henderson State   9/18/18 12 photos • 5 views</p>	 <p>2018 Volleyball: Ouachita   9/13/18 8 photos • 7 views</p>	 <p>Fraternity Recruitment Day   9/16/18 15 photos • 101 views</p>	 <p>2018 Bid Day   9/10/18 55 photos • 89 views</p>
				

**Parting *thoughts*:**

*Forge relationships across your campus.*





*Practice intentional shooting.*



# Put stock in *authentic* photography. Don't use stock.



## The 27 Worst Things About Going To Stock Photo University

Why are we always sitting on the stairs?

Posted on January 31, 2016, at 8:00 a.m.



**Nathan W. Pyle**  
BuzzFeed Staff



1. You're always late to class because everyone is walking through the hallway like this.



## Questions or *clever* anecdotes?

Arkansas Tech University:

 [www.atu.edu](http://www.atu.edu)

 [arkansastech](https://www.instagram.com/arkansastech)

 [www.atu.edu/photos](http://www.atu.edu/photos)

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